

WASTE-FREE ADVERTISING®

Engage shoppers online. Drive sales on premise.

DIGITAL DIRECT

Effective, affordable and smart online advertising that reaches shoppers in your primary trade areas as they browse websites via desktop or mobile.

WHY UTILIZE DIGITAL ADVERTISING?

Digital Direct digital advertising is a cost-effective and efficient advertising method for your shopping center. If you currently run radio, out-of-home, local print, and especially, direct mail campaigns, Digital Direct can be a lower cost and more effective solution. And if marketing campaigns have not previously been in your budget, Digital Direct allows you to affordably trial a promotional effort. We create custom programs for each client campaign—large or small, short- or long-term.

Digital Direct advertising puts you top-of-mind with shoppers during prime shopping seasons and holidays by running ads on popular and appropriate websites they're currently browsing on their desktop or mobile devices. The ads can promote loyalty programs, sales and special promotions, grand openings, kid's clubs, celebrity appearances, or gift card sales, drawing focus to your property and stimulating foot traffic.

TARGET RELEVANT SHOPPERS BASED ON THEIR ONLINE BEHAVIOR

Online behavior is a better predictor of interest than just using demographics when targeting potential shoppers. For example, shoppers who buy online tend to be big spenders in-store as well. Digital Direct utilizes a combination of parameters to find this most relevant and receptive audience while they are online.

- **Geography** – Target shoppers within a geographic area. You define the radius (miles or ZIP codes) within which your message will be delivered. When shoppers go online, we identify them based on their geographic location
- **Site Retargeting** – Visitors to your site are more likely to be interested in information from your property. Through site retargeting, site visitors will be shown your ads for a specified period of time, wherever they go on the Internet
- **Search Targeting** – As people perform searches across the web, we show your ads to those who have performed searches using terms relevant to your message
- **Contextual Targeting** – As users browse the web and view content relevant to your offer, we extend your ad to those reading about topics associated with your message

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www.placewise.com



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HOW DIGITAL DIRECT FROM PLACEWISE MEDIA IS BETTER THAN OTHER DIGITAL ADVERTISING SOLUTIONS

The key to successful digital advertising is to deliver the **right message** to the **right audience** at the **right time**. PlaceWise Media is the leading provider of digital marketing services for the shopping center industry. With access to the largest shopping center audience in the U.S., PlaceWise leverages its first-party shopper data insights to optimize your media buy. Digital Direct is:

EFFECTIVE: Serving relevant ads to an audience that is actively shopping, Digital Direct sees click-through results more than double the average click-through rate of standard banner ads. The impressions you serve, count.

AFFORDABLE: Unlike local ad providers, PlaceWise Media, with nearly 650 shopping centers in its network, has the national scale and leverage to affordably buy available advertising inventory, passing this savings on to you.

SMART: Through the insights gathered on your target shoppers' online behavior, Digital Direct gets more intelligent by learning what key words and sites are generating the best results. It continually self-optimizes to improve campaign outcomes. The more you use Digital Direct, the smarter your campaigns, enabling you make necessary adjustments.

WITH DIGITAL DIRECT

- PlaceWise Media can reach **99% of all internet users in the U.S.** We provide a dynamic way to target local, online shoppers, and convert them into real-world shoppers at physical shopping destinations
- Ads are delivered across all digital media - Display, Social, Video, Mobile via desktops, tablets and mobile devices
- Site inventory is continuously refined to ensure ads are constantly served on the best available brand-safe domains
- Ad placements are optimized by the PlaceWise team throughout each campaign, directing ads to sites with the best response rate

ABOUT PLACEWISE MEDIA

Based in Denver, PlaceWise Media is the leading provider of digital marketing services to retail destinations and the companies that own them. PlaceWise's advertising and data network includes nearly 700 malls and shopping centers and 1,400 grocery retailers nationwide. With 10 million monthly visitors and more than 200 million total page views annually, PlaceWise offers shopping centers, retailers and brands real-time access to active shoppers currently intending to purchase relevant products and services, as well as unique first-party shopper data to help clients better understand their target shoppers' intentions and make more informed business decisions. For more information visit www.placewise.com.

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FREQUENTLY ASKED QUESTIONS

1. ON WHAT SITES WILL OUR ADS BE SERVED?

Digital Direct serves ads on more than 530,000 brand safe domains, providing access to a wide variety of inventory.

2. WHAT ARE THE DIFFERENT ADS SIZES I WILL NEED TO CREATE?

We recommend producing at least one creative for each of these sizes for maximum reach on mobile and desktop. Multiple versions of each size can help with optimization, but are not required.

CREATIVE SIZES (IAB STANDARD AD UNITS):

Leaderboard	728 x 90 pixels	Mobile Web	300 x 50 pixels
Medium Rectangle (M-REC)	300 x 250 pixels	Mobile App	320 x 50 pixels
Skyscraper	160 x 600 pixels	Facebook	254 x 133 pixels

IMAGE FILE FORMAT

JPG, PNG, GIF, animated GIF—should not exceed 40kb file size

3. HOW IS DIGITAL DIRECT PRICED?

Priced based on a cost per thousand (CPM) impressions model. The total impressions delivered will be determined by several variables including:

- Media Budget: the budget allotted to the campaign
- Market: the specificity of the audience characteristics in the geography of the campaign
- Behavior: the specificity of the targeted audience behaviors for the campaign
- Inventory: the availability of inventory in the targeted markets

4. HOW LONG DOES IT TAKE TO START THIS PROGRAM?

With creative in hand, we can have a campaign launched within three business days.

5. WHAT ARE MY NEXT STEPS?

Digital Direct is implemented on a program-specific basis. For each program you will need to:

- Establish a budget
- Finalize campaign start and end dates (This can be modified or extended)
- Determine the creative for the campaign and create ads using the sizes listed above (PlaceWise can help with creative)
- Decide where click-throughs will land – your website, Facebook or on a custom-designed landing page
- Determine the geographic radius within which your ads will be delivered – either miles or zip codes
- Define search words that your target shoppers may use (PlaceWise will help expand this list)

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